

News Release



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CA State Parks Opens Expanded E-Store in Public/Private Partnership

SACRAMENTO – California State Parks and PRIDE Industries announce today a new public-private partnership with the launch of a newly expanded state parks e-store.

“We are proud to be able to offer such a wide variety of maps and guides for people to plan their visit, as well as souvenirs that hold memories of the enjoyable time they had,” said Ruth Coleman, director of California State Parks.

With California State Parks serving 75 million visitors a year, the logo has become a recognizable icon of high quality recreation and education. Park visitors encounter the logo everywhere they go whether taking in the sights at one of our beaches, exploring the redwoods and deserts further inland or examining artifacts of California history in our museums across the state.

PRIDE Industries, based in Roseville, will operate the online store, including Web site maintenance, customer service, order fulfillment, and distribution. PRIDE Industries also will serve as the official wholesaler to park associations and vendors in the state concession program.

“This is an incredible opportunity to leverage PRIDE’s technology, logistics, and customer service expertise to support our California State Parks System, while creating jobs for people with disabilities,” said Michael Ziegler, president and chief executive officer of PRIDE Industries.

The California State Parks’ e-store offers a broad selection of park apparel, official maps, books, CDs and DVDs. Gift items and accessories include patches, backpacks, hats, and travel mugs. California State Parks passes and permits can also be purchased. PRIDE Industries will expand the offerings for authentic logo merchandise that contribute to the park experience.

Visit the store at <http://store.parks.ca.gov>. Credit cards accepted, protected by encryption technology that meets the credit card industry standards under the Cardholder Information Security Program.

PRIDE Industries employs nearly 3,500 individuals nationally, including more than 2,500 people with disabilities, making it the nation’s leading employer of people with disabilities. Learn more about PRIDE Industries at www.prideindustries.com.